



Recommendation for Action

File #: 20-1088, **Agenda Item #:** 49.

2/6/2020

Posting Language

Authorize negotiation and execution of a multi-term contract with Midwest Tape, LLC, to provide digital subscription access to digital video, music and audiobook content, for up to four years for a total contract amount not to exceed \$1,200,000.

(Note: Sole source contracts are exempt from the City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program; therefore, no subcontracting goals were established).

Lead Department

Purchasing Office.

Client Department(s)

Austin Public Library.

Fiscal Note

Funding in the amount of \$300,000 is available in the Fiscal Year 2019-2020 Operating Budget of the Austin Public Library. Funding for the remaining contract term is contingent upon available funding in future budgets.

Purchasing Language:

Sole Source.

For More Information:

Inquiries should be directed to the City Manager's Agenda Office, at 512-974-2991 or AgendaOffice@austintexas.gov <<mailto:AgendaOffice@austintexas.gov>> or to Elisa Folco, at 512-974-1421 or Elisa.Folco@austintexas.gov <<mailto:Elisa.Folco@austintexas.gov>>.

Additional Backup Information:

The contract provides the Austin Public Library (APL) with Hoopla digital subscriptions for access to downloadable and streaming music, movie, television and audiobooks for library patrons through a mobile application. Hoopla provides the APL with a powerful content delivery model that enables patrons to instantly borrow videos, and full albums of music and audiobooks. Midwest Tape, LLC is a full-service media distributor, working exclusively with public libraries. Products and services are customized to meet the unique needs of individual libraries as well as libraries as a whole.

This contract will replace a contract which expires February 18, 2020. The requested authorization amount for the contract was determined using historical spending. Hoopla provides content in formats unavailable from other digital library vendors and is the sole owner of the Library Media on Demand software application manufactured, sold and distributed exclusively by Midwest Tape, LLC.

Contract Detail:

Contract Term	Length of Term	Contract Authorization
Initial Term	1 yr.	\$ 300,000
Optional Extension 1	1 yr.	\$ 300,000
Optional Extension 2	1 yr.	\$ 300,000
Optional Extension 3	1 yr.	\$ 300,000
TOTAL	4 yrs.	\$1,200,000

Note: Contract Authorization amounts are based on the City's estimated annual usage.